



2004 ENERGY STAR[®] Award Application: Leadership In Energy Management

General Instructions

Each year, the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) honor organizations that have made outstanding contributions to improving energy performance through their partnership with ENERGY STAR. The ENERGY STAR awards acknowledge superior technical accomplishments, public education, and ENERGY STAR promotional efforts that result in substantial energy and cost savings and a cleaner environment. Award winners will be recognized at the ENERGY STAR Awards Ceremony on March 2, 2004 in Washington, DC.

All organizations participating in ENERGY STAR are encouraged to apply for a 2004 ENERGY STAR Award. To be considered, an organization must meet the specific eligibility requirements in the award application and **submit a complete application package by December 5, 2003**. Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.

Eligibility: Leadership in Energy Management

ENERGY STAR partners who have committed to organization-wide energy efficiency improvements. This includes end-users of energy including: commercial real estate; education; entertainment; financial; government; healthcare; hospitality; industrial; manufacturing; retail; telecommunications; and other entities.

Application Instructions

- Complete and submit an application package for **each** of the ENERGY STAR awards that you are applying for.
- Make sure that you respond to all of the award criteria specified in the application that you are completing. **Please do not exceed the page limitation specified in the award application (this does not include samples and collateral materials).**
- Whenever possible, quantify your activities and the results (e.g., number of pieces produced, number of people reached) and enclose documentation that supports claims made (e.g., photos of prominent use of the ENERGY STAR mark, copies of advertisements that incorporate the ENERGY STAR mark).
- Provide specific information about your efforts and materials developed in 2003. While planned activities for 2004 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.

- **Organization Logo** - Please provide electronic copies of both color and a black-and-white versions of your logo in **EPS format** that will allow for a printable resolution of 300 dpi at a size of 4 inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.
- **Summary of Accomplishments** - Please provide a brief overview (**no more than 300 words**) of your organization and the accomplishments upon which you are applying for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis EPA and DOE will use in preparing a summary of your organization's achievements.

Application Submissions

- For each award that you are applying for, provide **two** complete hard copies of your entire application package, including the application form, responses to awards criteria, samples, collateral, and supplemental materials.

In addition, please send (via e-mail) an *electronic copy* of your completed application (Parts I and II only) to the ENERGY STAR Awards Coordinator, Jonathan Passe, at: Passe.Jonathan@epa.gov. Please do not forward supplemental materials via e-mail.

- All hard copy and electronic applications must be **date marked/postmarked no later than December 5, 2003**. EPA and DOE will not accept any applications or materials date marked/postmarked after this date. Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Send completed applications to the appropriate address below. **It is highly recommended that overnight or two day delivery be used due to potential delays and damage due to enhanced security screening of standard mail to government facilities.** Do NOT fax application packages or sample materials, as they will not be accepted.

Via US Postal Service: Via Overnight Delivery Service:

Jonathan Passe
US Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Jonathan Passe
US Environmental Protection Agency
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9793

- **Confirmation of Receipt:** Upon delivery of each application, EPA will confirm receipt to the e-mail address from which the application was sent. If you do not receive confirmation within two weeks of sending your application, please contact the ENERGY STAR Awards Coordinator, Jonathan Passe, at (202) 343-9793 or Passe.Jonathan@epa.gov.

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Web Site Address

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact E-Mail Address

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2004 ENERGY STAR Awards."

Name Printed/Signed

Title

Date

Part II: Leadership in Energy Management Application

Description: The Leadership in Energy Management award honors businesses and organizations that demonstrate superior commitment to environmental protection through strategic energy management. The award is based on organizational commitment, energy management efforts, energy performance accomplishments, efforts to raise awareness of the value of energy efficiency, and partnership in ENERGY STAR (e.g., promoting program messages and benefits, taking advantage of tools and resources, etc.) to help advance energy efficiency on a national scale.

Criteria: Your submitted application should be no more than **12 pages**. Pages that exceed the limit will not be evaluated. Applicants are encouraged to submit supplemental materials that support the application, such as advertisements, brochures, and energy policy statements, as long as they are directly related to energy efficiency and clearly referenced within the application. Supplemental materials will **not** count against the 12-page limit, but **must be directly relevant to energy performance and/or ENERGY STAR**.

The 2004 ENERGY STAR Awards will be based on work and accomplishments completed **during 2003**. Accomplishments outside of this time period may be mentioned for reference and to demonstrate continuous improvement but will not count toward the score.

Scoring: The application is scored on a 100-point scale and the weight of each section or question is provided. Additional outstanding achievement points may be awarded to reward organizations that went “above and beyond” in certain areas. Winning applications should clearly demonstrate the organization’s comprehensive approach to energy management.

Energy Management Achievements

Section 1 – Organizational Commitment

[20 Points]

Describe specific efforts that demonstrate your organization's commitment to continuous improvement in energy performance. In addition to conveying your organization's dedication to energy performance, describe how ENERGY STAR tools, resources and/or support were utilized. Examples of organizational commitment include, but are not limited to:

- **Upper Management Commitment** – Share practices that highlight ongoing senior-level support for energy management. This can include descriptions of decisions for investment in energy-efficient technologies and practices, efforts by upper management to communicate the benefits of energy efficiency, etc.
 - **Energy Policy** – Present energy policy and indicate if/how upper management was involved in its development and distribution to staff.
- **Strategic Energy Management Plan** – Describe how your organization ensures continuous improvement in energy performance. If possible, please include a copy of the written plan. This includes efforts to measure and track energy use, set goals and train and motivate staff. Highlight any examples of how ENERGY STAR tools or resources contribute to these efforts.
 - **Energy Performance Goals** – Discuss energy performance organization-wide or facility-level goals the organization has made. Include the timeframe.
 - **Energy Team** – Explain the distribution of energy management responsibilities within the organization.
- **Other actions that demonstrate organization-wide support of energy performance improvement, for example:**
 - **Procurement Policy** – Describe policies that require the purchase of specific ENERGY STAR products and other energy-efficient equipment and, if applicable, bulk purchasing strategies.
 - **Contracts/Relationships** – Share efforts and successes in partnering with others (e.g., energy service and product providers, contractors, membership or trade associations, etc.) to help you achieve energy performance goals.

Section 2 – Energy Tracking and Benchmarking

[35 Points]

Complete **Part A** if facility energy use is tracked using **ENERGY STAR's Portfolio Manager**,

OR

Complete **Part B** if energy use is **tracked using a customized method** (Tip: if space type is eligible for benchmarking in Portfolio Manager, it is preferred that Portfolio Manager is used.)

AND

All organizations should complete Part C.

PART A

Complete the table below for the facilities in your portfolio (Section 1 for all facilities and Section 2 is for just space types that are eligible for benchmarking in ENERGY STAR's Portfolio Manager). Please provide a printout of the Portfolio Summary page for facilities in Portfolio Manager as supplemental material.

ENERGY STAR Benchmarking				
Section 1	Portfolio of Properties (complete for all facilities)			
	Recent 12 Months		Previous 12 Months	
Total number of Facilities				
Total Square Feet				
Total kBtu Use*				
Kbtu / Square Foot				
* Conversion factors: 1 kWh = 3.412 kBtu; 1 therm = 100 kBtu; 1 ccf = 102.7 kBtu; 1 GAL #2 fuel oil = 138.69 kBtu; 1 Lbs steam = 1 kBtu; 1 Ton-Hrs of chilled water = 12 kBtu; 1 GAL propane = 91.33 kBtu; 1 GAL kerosene = 135 kBtu				
Section 2	Benchmarked Properties			
Facility Type	Facility type 1 (e.g. office, hospital, hotel, etc.)		Facility type 2 (if needed – add columns for each unique space type)	
	Recent 12 Months	Previous 12 Months	Recent 12 Months	Previous 12 Months
Total Number of Eligible * Facilities				
Number of Facilities Benchmarked				
Total Square Feet Benchmarked				
Number of Labels Received				
Portfolio-wide Average Energy Performance Rating (for all space types)	Recent 12 Months		Previous 12 Months	
* Eligible facility types include: general office, K-12 school, hospital, hotel, and supermarket. See www.energystar.gov/benchmark for a complete list of eligible facility types.				

PART B

If your organization tracks energy use using methods/tools other than Portfolio Manager, complete the table below. Also provide a report or summary from the tracking system as supplemental material.

Energy Tracking		
Tracking Categories	Recent 12 Months	Previous 12 Months
# of Facilities		
Total Square Feet*		
Total kBtu Use**		
Energy Intensity***		
Facility Types (please list)		
*If applicable. **See conversion factors on previous table. ***Energy intensity can be expressed as average energy use per square foot, average energy use per product manufactured, or other relevant measure.		

- Describe efforts to benchmark energy performance within your current portfolio of facilities and compared to other organizations (at a facility level and/or organization-wide). Describe any efforts to normalize data, such as accounting for differences in climate, weather, productivity, etc.

PART C

For all organizations:

- Describe how your organization tracks energy consumption, how this information is used in an overall energy management strategy and the value derived from benchmarking.
- If applicable, explain changes in business/organization activity that have impacted energy use in each previous twelve-month period such as changes in number of employees, operating hours, occupancy levels, number of facilities, etc.

Section 3 – Energy Achievements

[25 Points]

Please complete Parts A and B

A. Provide a description of the energy achievements in terms of specific projects, technologies, operational strategies, and/or energy management systems deployed. If the organization has taken advantage of ENERGY STAR tools and resources, please provide a brief description of how each was used Include the number of facilities (or the percentage of facilities) upgraded and the extent of implementation. Topics may include, but are not limited to:

- **ENERGY STAR Qualified Products:** Office equipment (copiers, fax machines, printers, monitors, PCs), appliances, electronics.
- **Operations and Maintenance:** Building controls (adding or changing energy management system, economizer cycles, optimized start/stop times, temperature resets), staff training, routine maintenance of EMS system, calibrating thermostats and occupancy sensors, commissioning.
- **Lighting and HVAC Upgrades:** Lamps, hardware, automated controls, daylighting, LED, replacing motors and/or adding variable speed drives, controlling pumps and fans, replacing old equipment (chillers, boilers, A/C, heat pump) with high efficiency equipment.
- **Building Envelope:** Roof insulation, window film, high efficiency windows.
- **Industrial Operations or Processes:** Compressed air, steam systems, process cooling or heating, other industrial processes, etc.

B. Express the value of the organization's achievements in business and environmental equivalents **relevant to your organization.** Describe results in terms of energy saved, financial value or other benefits that these improvements have provided. Examples include, but are not limited to:

- Results equivalent to increasing corporate profit margins or net operating income by X% or increasing sales by \$Y,
- Energy cost savings equivalent to the salary of X additional personnel or the cost of X supplies,
- Energy cost savings resulted in an additional \$X earnings per share and the creation of roughly \$Y in shareholder value
- Asset value of property increased by X million dollars

To equate energy saving to pollution prevented, you may use the following conversions:

- X kWh saved times 1.46 = X pounds of carbon dioxide (CO₂)
- X pounds of carbon dioxide divided by 11,560 = Number of cars that release equivalent GHGs

Section 4 – Communications

[20 Points]

EPA encourages partners to inform their staff and stakeholders about the value of energy-efficiency efforts. Describe how your organization expresses achievements to various audience groups. Be sure to highlight instances in which the organization promoted ENERGY STAR, in addition to the energy performance accomplishments. Complete A and B.

A. Internal Communications (e.g., *management, staff, board of directors, investor relations department*)

- Efforts to formally communicate energy management commitment, achievements, and/or partnership with ENERGY STAR to all staff, via newsletters, announcements on the organization's Intranet site, emails, and posters. Include reach of each effort.
- Specialized training and/or incentive programs (contests, bonuses, etc.) for staff about energy management and/or contributing to achieving organization's energy performance improvement goals.
- Efforts to communicate energy-saving tips and/or how ENERGY STAR helps people protect the environment by saving energy at work and at home.

B. External Communications (e.g., *shareholders, taxpayers, customers, tenants, students/parents, patients, the financial community and/or your industry*)

- Generating press releases, articles in newspapers, magazines and/or local press coverage about energy management efforts, environmental accomplishments, and/or partnership in ENERGY STAR. Include the reach for each effort. Including ENERGY STAR materials (or link to www.energystar.gov) on the organization's Web site.
 - Messaging your ENERGY STAR commitment to the financial community such as investors, social responsible investment organizations, etc. Including in the annual report a description of the financial value of the commitment to strategic energy management and/or ENERGY STAR.
- Promoting ENERGY STAR through advertising or use of ENERGY STAR logo on collateral materials such as bill inserts, grocery bags, organization's stationary, or business cards. Creation/display of banners, posters, flyers. Include the reach for each effort.
- Holding special events or offering lessons/curricula to promote energy achievements and/or educate the public about energy management and/or ENERGY STAR. Speaking at trade association meetings or conferences about the value of energy efficiency and/or ENERGY STAR.
- Applying for the ENERGY STAR label, and providing case studies for facilities with the ENERGY STAR label that appear in the Registry of Labeled Buildings

Section 5 – Other Efforts Across ENERGY STAR (if applicable)

This section is for bonus points.

EPA will separately evaluate organizations whose businesses cut across many markets, and who participate in ENERGY STAR in multiple ways. To be considered, provide supplemental information that describes activities and accomplishments related to manufacturing or promoting ENERGY STAR; for example, if your organization:

- ☐ Also manufactures ENERGY STAR qualified products
- ☐ Is a commercial real estate developer and also builds homes that earn the ENERGY STAR
- ☐ Gives preference to leasing space from ENERGY STAR qualified buildings, and/or
- ☐ Requires suppliers to use ENERGY STAR qualified products and achieve superior energy performance

Thank you for completing the Leadership in Energy Management 2004 ENERGY STAR Awards Application.